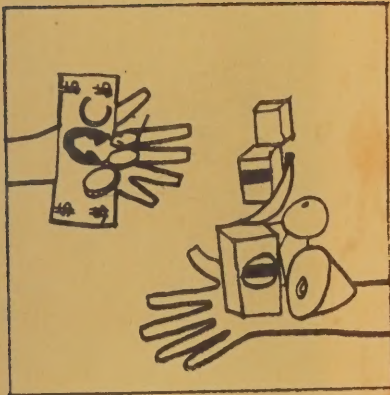


PRELIMINARY PLANNING REPORT

5

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COMMERCIAL DEVELOPMENT



JULY 1963

A PART OF THE
COMPREHENSIVE
PLAN REPORT
WHEELING ILLINOIS

STANTON AND ROCKWELL ASSOCIATES
PLANNING CONSULTANTS, CHICAGO, ILLINOIS

Illinois
Wheeling

AUTHOR

Stanton & Rockwell Associates

COMMERICAL DEVELOPMENT. Preli-

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The proposed commercial development in Wheeling and the planning area can be anticipated to be based on the existing and potential concentration of customers. The number of these customers, the amount of income which can be spent, and the assumption that a certain portion will be spent in Wheeling will determine the amount of commercial development.

The plan has two primary planning areas. The first, and largest, is that of the city and area, offering a variety of opportunities, like along both sides of the river and the hillsides to the west of the river. The second area, a smaller one, is that of the river and the area along the river.

The preparation of this plan report was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

The plan is located in the city of Wheeling, West Virginia. The plan area is that of the city and area, offering a variety of opportunities, like along both sides of the river and the hillsides to the west of the river. The second area, a smaller one, is that of the river and the area along the river.

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COMMERCIAL DEVELOPMENT

The potential commercial development in Wheeling and its planning area can be anticipated to be based on the existing and potential concentration of customers. The number of these customers, the amount of income which can be spent, and the assumption that a certain portion will be spent in Wheeling will determine the future commercial development.

Wheeling has two primary shopping areas. The first, and largest in number of stores and size, offering a variety of merchandise, lies along both sides of Dundee Road from Milwaukee to the west of Wolf Road. The second area, a smaller but important retail area, is on the south side of Dundee Road extending several hundred feet east and west of Elmhurst Road. Also, within the Village are scattered shops along Milwaukee Road, radiating from the corner of Milwaukee Road and Dundee Road.

The planning area has only one other commercial center of significant influence; that is located in Prospect Heights. Other commercial activities in the planning area are primarily gasoline service stations which have been spotted throughout the area in major intersections in anticipation of future population growth.

Randhurst, a large regional center, is immediately adjacent to the planning area on the south.

Areas zoned for business activity are shown in Figure 5-1. This figure also indicates the sites utilized for business purposes and the structures that are existing but not being used for business purposes. These structures are primarily residences, usually older homes, that are allowed to deteriorate due to the anticipation of future commercial use. Figure 5-1 illustrates the extent of business zoning and the relatively limited development.

Table 5-2 compares the business zoned and business utilized areas, as follows:

COMMERCIAL DEVELOPMENT

The potential commercial development in Wheeling and the planning area can be anticipated to be based on the existing and potential commercial development of the area. The number of these customers, the amount of income which can be spent, and the assumption that a certain portion will be spent in Wheeling will determine the future commercial development.

Wheeling has two primary shopping areas. The first, and largest in number of stores and area, offering a variety of merchandise, lies along both sides of Dundas Road from Milwaukee to the west of Wolf Road. The second area, a smaller but important retail area, is on the south side of Dundas Road extending several hundred feet east and west of Elmhurst Road. Also, within the Village are scattered shops along Milwaukee Road, radiating from the corner of Milwaukee Road and Dundas Road.

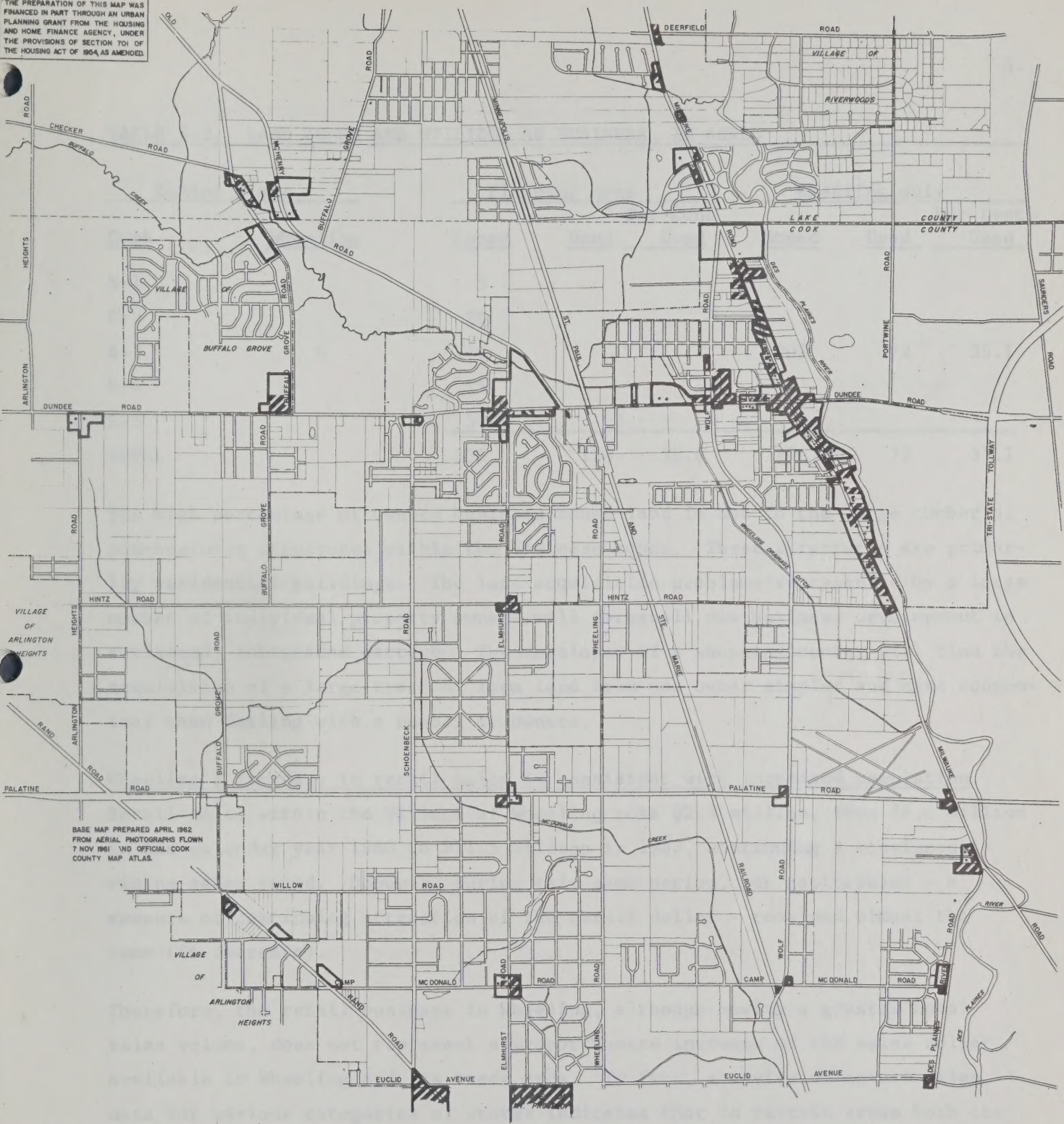
The planning area has only one other commercial center of significant importance, that is located in Forest Heights. Other commercial activities in the planning area are primarily associated with service stations which have been located throughout the area in major intersections in anticipation of future population growth.

Radburn, a large regional center, is immediately adjacent to the planning area on the south.

Areas zoned for business activity are shown in Figure 2-1. This figure also indicates the areas utilized for business purposes and the structures that are existing but not being used for business purposes. These structures are primarily residences, mainly older houses, that are allowed to deteriorate due to the anticipation of future commercial use. Figure 2-1 illustrates the extent of business zoning and the relatively limited development.

Table 2-1 compares the business zoned and business utilized areas, as follows:

THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE HOUSING AND HOME FINANCE AGENCY, UNDER THE PROVISIONS OF SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED.



BASE MAP PREPARED APRIL 1962 FROM AERIAL PHOTOGRAPHS FLOWN 7 NOV 1961 AND OFFICIAL COOK COUNTY MAP ATLAS.

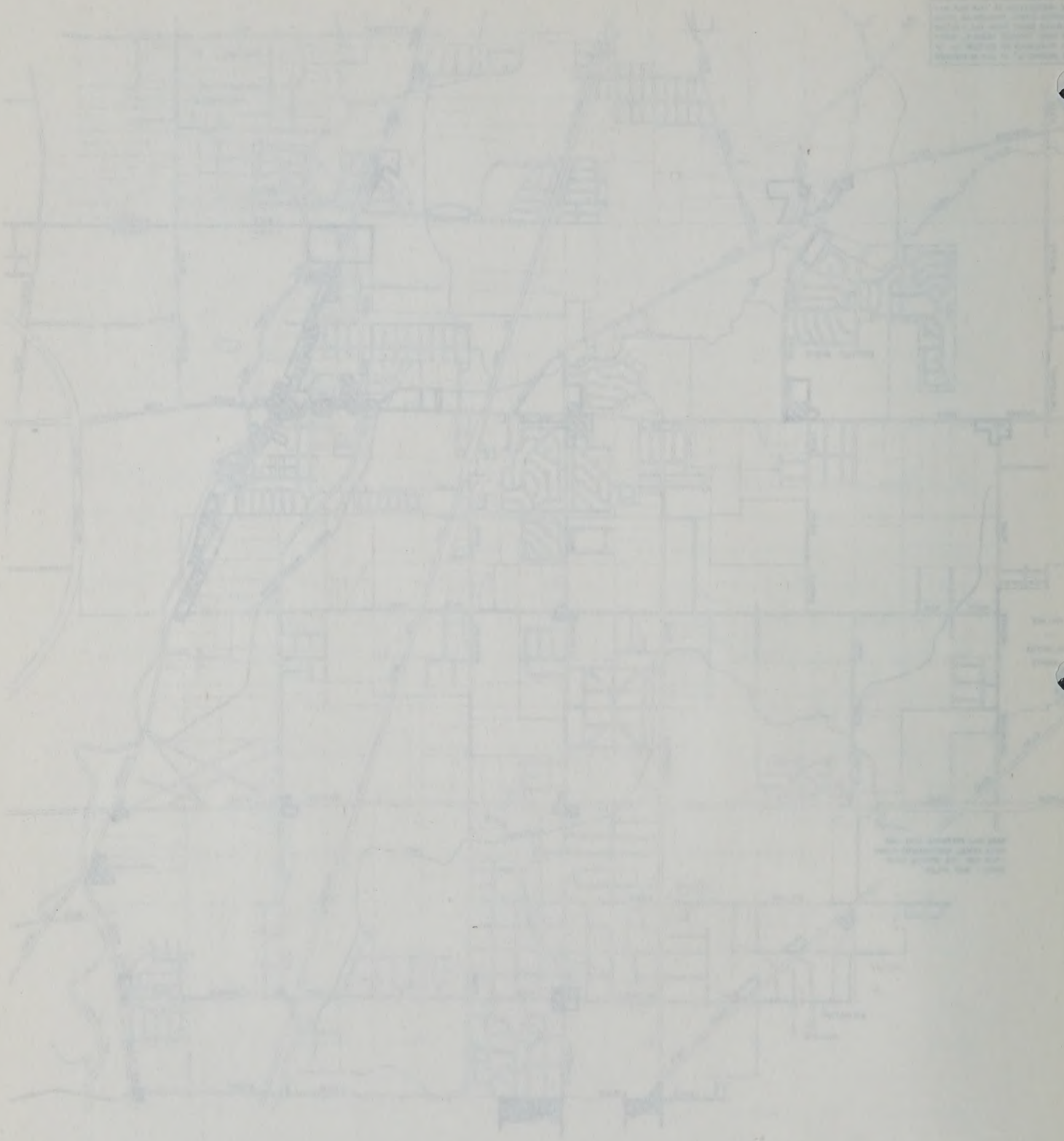
- ZONED FOR BUSINESS
- UTILIZED FOR BUSINESS
- UTILIZED FOR NON-BUSINESS USES
- E: USES AS OF SUMMER 1962. WHEELING ZONING AS OF JAN. 1963. OTHER ZONING AS OF SUMMER 1962.

AREAS ZONED AND UTILIZED FOR BUSINESS

<p>STANTON AND ROCKWELL ASSOCIATES PLANNING CONSULTANTS, CHICAGO</p>		<p>WHEELING, AND ILLINOIS ENVIRONS</p>
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FIGURE 5-1

This map was prepared by the
 Planning Commission of the City of
 Chicago, Illinois, and was
 prepared for the purpose of
 showing the proposed
 changes in the City of Chicago, Ill.



AREA ZONED AND
 UTILIZED FOR BUSINESS

- ☐ ZONE FOR BUSINESS
- ☒ UTILIZED FOR BUSINESS
- ☐ UTILIZED FOR NON-BUSINESS USE
- ☐ ZONE FOR BUSINESS AND NON-BUSINESS USE

TABLE 5-2. LAND ZONED AND UTILIZED AS BUSINESS, IN ACRES

Zoning Class		Planning Area			Wheeling only		
Cook	Wheeling	Zoned	Used	Per Cent Used	Zoned	Used	Per Cent Used
B-1		5					
B-2		26					
B-3	B	240			205	72	35.1
B-4		15					
B-5		50					
TOTAL		336	130	38.6	205	72	35.1

The high percentage of unused business zoned land is due to the large number of non-business structures within the business zones. These structures are primarily residential buildings. The land acquisition problems represented by a large number of individual property owners will forestall new business development in a planned, integrated pattern. The developer of a shopping center will find the acquisition of a large tract of farm land from one owner simpler and more economical than dealing with a number of owners.

Wheeling's increase in retail sales is consistent with increased population.

Retail sales within the Village of Wheeling rose \$2.9 million, from \$8.6 million in the calendar year 1960 to \$11.5 million in 1962, continuing a consistently rising sales trend. However, during this same period, per capita sales - a measure of continuing attraction of the retail dollar - remained almost the same (\$6 decrease).

Therefore, the retail business in Wheeling, although having a greater total sales volume, does not represent a proportionate increase of the sales dollar available in Wheeling and its trade area. In fact, a review of actual sales data for various categories of stores indicates that in certain areas both the total sales volume and per capita sales are decreasing, while in others, total sales increased but per capita sales decreased. This is indicated by a review of Table 5-3, "Total and Per Capita Retail Sales in Wheeling".

In the table, not all the figures are comparable because of a change in definition and the type of stores included in each category. For instance, although

TABLE 3-2. LAND USED AND UTILIZED AS BUSINESS OR RESIDENTIAL

Zoning Class	Planning Area			Wetland Only		
	Code	Wetland	Per Cent	Wetland	Wetland	Per Cent
B-1	2					
B-2	25					
B-3	240			202	72	32.1
B-4	12					
B-5	20					
TOTAL	299	130	38.6	202	72	32.1

The high percentage of unused business zoned land is due to the large number of non-business structures within the business zones. These structures are primarily residential buildings. The land acquisition problems represented by a large number of individual property owners will retard all new business development in a planned, integrated pattern. The development of a shopping center will find the acquisition of a large tract of land from one owner simpler and more economical than dealing with a number of owners.

Wetland's increase in retail sales is consistent with increased population. Retail sales within the Village of Wetland rose 55.7 million, from \$8.6 million in the calendar year 1960 to \$14.2 million in 1965, constituting a consistently rising sales trend. However, during this same period, per capita sales - a measure of purchasing saturation of the retail dollar - remained almost the same (50 percent).

Therefore, the retail business in Wetland, although having a greater total sales volume, does not represent a proportionate increase of the sales dollar available in Wetland and the trend again. In fact, a review of actual sales data for various categories of stores indicates that in certain areas both the total sales volume and per capita sales are decreasing, while in others, total sales increased but per capita sales decreased. This is indicated by a review of Table 3-3, "Total and Per Capita Retail Sales in Wetland."

In the table, not all the figures are comparable because of a change in definition and the type of stores included in each category. For instance, although

total sales increased in "Food" by some 18 per cent, the per capita sales decreased from \$486 to \$429. Since this is the largest single category of expenditures, the \$55 per capita loss represents over a half million dollars below the 1960 level, or more than the combined sales in four of the other nine categories.

TABLE 5-3. TOTAL AND PER CAPITA RETAIL SALES IN WHEELING
FOR THE YEARS 1960-1962.

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>Per Cent</u>	<u>Per Capita Sales</u>	
	<u>(in 000's of Dollars)</u>			<u>Increase</u>	<u>1960</u>	<u>1962</u>
				<u>1960-1961</u>	<u>(in Dollars)</u>	
Number of Returns	120	139	156			
Total Sales	\$8,609.7	\$9,402.2	\$11,507.9	33.6	\$1,201	\$1,195
General Merchandise	536.4	553.7	384.5	28.3*	75	40
Food	3,481.4	3,702.1	4,128.0	18.5	486	429
Eating & Drinking	972.1	1,115.3	1,428.2	46.9	136	148
Wearing Apparel	251.0	253.2	225.8	10.0	35	23
Furniture & Appliances	135.0	169.3	373.5	266.0**	19	39
Lumber, Bldg. Hardware	605.6	692.9	826.2	36.0	84	86
Automotive	692.0	628.4)	2,053.7	43.0	200	213
Filling Stations	741.5	719.9)				
Wholesale & Mfg.	430.7	629.7	508.1	179.0***	60	53
Other (Misc.),	736.7	937.7	(149.4)	114.5	102	16
Retail & Wholesale			(1,430.5)			149
Total Population	7,169	-	9,627	-	-	-
Genl. Merchandise & Misc. combined	1,273.1		1,964.4	54.3	178	204

* See revised breakdown, Misc. & Retail.

** 1962 classification: Furniture, Household, and Radio

***Revised listing: Retail & Wholesale Stores.

Source: State of Illinois Sales tax reports.

Wearing apparel sales in Wheeling decreased in total sales as well as in per capita sales. Furniture, furnishings, and appliances had a very impressive 266 per cent gain in total sales, but since this figure represents a relatively small portion of the total, doubling its per capita expenditure will not drastically affect total sales.

There have been increases in the combined General Merchandise and Other Retail or Miscellaneous categories, but because of the change in definition a correct analysis is not possible.

Wheeling sells primarily convenience goods. The approximate total square footage of retail space in the Village was determined and tabulated by category and principal shopping area, and the merchandising factor was computed (see Table 5-4). The merchandising factor is a relative measurement of total sales to total square feet measured against an experience range for any specific category in dollar sales per square foot of space. For Wheeling's purposes, the merchandising factor is illustrated by a plus sign (+), if better than the general experience ratio by 10 per cent, or a minus sign (-), if below the 10 per cent.

Convenience goods, i.e., merchandise of daily consumption and purchase, such as food, drugs, tobacco, and similar items, are the mainstays of the retail business activities. While 18 per cent of business space is devoted to services, an overwhelming majority of this is occupied by beauty and barbershops, laundry, and dry cleaning establishments.

Other uses in the business areas are non-retail operations, such as the library, Masonic Temple, and Post Office.

TABLE 5-4. SUMMARY OF BUSINESS FACILITIES
BY AREA AND TYPE OF GOODS, IN SQUARE FEET

Category	Dunhurst Area		Village Area		Total	Mdse. Factor
	Convenience	Shoppers	Convenience	Shoppers		
Food	20,700		25,020		45,720	(-)
Eating & Drink'g.		1,600		27,815	29,415	(-)
Gen'l. Mdse.	3,000				3,000	*
Apparel				4,720	4,720	(-)
Furn., Appl.				12,550	12,550	(-)
Automotive	6,900	3,000	4,150	12,880	26,930	**
Lumber, Bldg.Hdw.	6,100		6,500	3,000	15,600	(+)
Drugs & Prop.	4,000		4,000		8,000	*
Other Retail			18,070		18,070	*
Services	13,725		24,850		38,575	(-)
Other Non-retail				63,750	63,750	**
Offices		5,000		41,025	46,025	**
Total		20,325		157,440	312,355	

*Inconclusive

** No facts.

The relatively small population -- 10-25,000 in the total planning area -- the proximity to other regional and community shopping centers, and the number of large families with average incomes tend to relegate the shopping facilities

to those of a convenience or a service nature. As a "new" community, having experienced its major growth within the last six years, Wheeling can expect to provide convenience goods and services.

The determination of how much business can be done in Wheeling's business areas involves an analysis of the number of people in the area, the gross personal consumption of the consumer, and the shopping habits of those consumers (where do they make their purchases). Similarly, potential shopping developments are determined by extending these characteristics into the future. In analyzing the business district characteristics, certain terms are employed with specific meanings, such as: Convenience Goods--merchandise of daily consumption and purchase, such as food, drugs, tobacco, and other similar items; Shoppers' Goods--merchandise subject to long-term consumption, as opposed to daily consumption, including such items as clothing, furniture, and appliances; Attraction--the force exerted by the district on the consumer, is directly related to factors of availability of merchandise, price, or the convenience and comfort of the district; Resistance--the opposite of attraction, which results from lack of, or deficiency in, attractive forces.

Wheeling's drawing power is not a geographical fact with absolute boundaries, but is created by the behavior of consumers and their response to the business area. It also is the choice of the consumer and his reaction to the available shopping facilities. Some of the factors determining the attraction of a business district are: Availability of Merchandise, or the lack of it, in terms of type and size of store, variety handled, extent of selection, and service; Price Advantage, or disadvantage, as measured in terms of consistently competitive prices, use of accepted standard retail units, and the impact of special sales and promotion; Physical Comforts of the center, or lack of them, relating to the attractiveness or pleasantness of the stores, inside and out, the air conditioning, ease of inter and intra-store circulation, and such items as rest facilities and restaurants; Convenience of the center, measured in travel time, adequacy and distance of parking, and in accessibility or ease of traffic circulation within the district.

Against these factors, the effectiveness and vitality of the business district must be measured. In addition, certain general principles of trade area analysis are apparent and must be reckoned with in determining Wheeling's trade area.

Limiting factors in Wheeling's trade area are:

That shoppers move toward the most dominant shopping area;

That shoppers will not pass through one district to get to another if both offer the same facilities;

That shoppers will shop in the closest business district having equal facilities; and

That shoppers will follow traditional routes.

From the previous review of Wheeling's two primary shopping areas, and the existing expenditures for goods and services, Wheeling is a convenience goods retail area furnishing the day-to-day immediate needs. Each center can be expected to draw effectively from a 1-to-2 mile distance when competing with other centers and from substantially greater distances when no competition is present. Therefore, Wheeling's trade area extends the furthest in those directions, unfortunately not the heaviest populated, to the north and west. The trade area has a barrier in the County forest preserve to the east and in the combination of Prospect Heights, Randhurst, and Mt. Prospect Plaza shopping centers to the south and southwest.

Travel time is normally a determining factor in delineating trade area boundaries. However, both of Wheeling's present shopping areas are within 10 to 15 minutes' driving time of several other larger centers which compete effectively with Wheeling. For instance, expressed in time, a resident living south of Hintz Road can get to shopping centers along the south edge of the planning area as quickly as going north to either of the two primary centers in Wheeling.

Numerous factors affect sales volume expectancy. Some are favorable to an enlarged sales volume, while others definitely limit retail sales. Among the major factors considered were:

Total area and population served.

Disposable total income of area served and anticipated expenditures in Wheeling.

Existing well-established areas, having the good will of regular patrons. They can provide a strong base upon which to build an upgrading campaign covering physical facilities and merchandising.

Compatibility or incompatibility of land uses that add to or detract from the effective attraction of the centers and adjoining uses.

Prime examples of incompatible uses are taverns, offices, and residences. Relocation, expansion, or redesign of the business areas would require different assignments of space and alignment of land uses to bring about the most complementary effect between retail operations. Non-retail activities have occurred principally on the areas' extremities. The taverns, wholesale distributors, machine shops, automobile agencies, and contractors and building suppliers have principally located on the fringe of the primary shopping areas.

Location as well as area of stores cataloged by type of activity.

Estimated portion of retail sales for various purposes and the potential relationship with future demand.

An assumed desire on the part of the occupants of the retail areas to remain competitive.

Gross retail business potential can be determined, predicated upon the population and income of the possible trade area. The initial trade area for determining future business potential was assumed to be the planning area (Figure 5-5). The initial trade area was decreased where definite plans outside of Wheeling's control were being made for the development of shopping facilities. Therefore, the Buffalo Grove market has not been included in the analysis of future business potential, although a major portion of the convenience goods purchases of Buffalo Grove residents are now being made in Wheeling.

The remainder of the planning area was divided into six segments (Figure 5-5). Tabulations were made of the number of households existing in 1960 and the potential number of households that may be involved when saturation or complete development is reached. (See Preliminary Planning Reports 3 and 4).

It is obvious from Figure 5-5 that Wheeling and the planning area is effectively cut into an East Wheeling, a Southeast Wheeling, and a West Wheeling by the industrial zoning in existence or proposed. Therefore, Segment 1 is essentially an isolated area surrounded by industrially zoned property or the Cook County Forest Preserve. Segment 6 is similarly isolated. Segment 7 is the close-in area to the present limits of Wheeling which, it may be assumed, will be developed within the Village's sphere of planning. Segment 3 also is close-in, isolated by the railroad, at the present time, from the proposed

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LEGEND:

- SEGMENTS OF TRADE AREA
- EXISTING HOUSEHOLDS (1960)
- SATURATED HOUSEHOLDS
- EXISTING SHOPPING AREAS
- POTENTIAL NEIGHBORHOOD CENTERS (GENERAL VICINITY ONLY)
- POTENTIAL COMMUNITY CENTER

Map Labels: DEERFIELD ROAD, VILLAGE OF RIVERWOODS, LAKE COOK COUNTY, DUNHURST, WHEELING CENTER, TO NORTHBROOK (N.M.), TRI-STATE TOLLWAY, MILWAUKEE, PALATINE ROAD, MC DONALD ROAD, WHEELING AVENUE, HINTZ ROAD, ELMHURST, SCHOENBECK, WILLow, CAMP, ARLINGTON HEIGHTS, EUCLID AVENUE, RANDHURST SHOPPING CENTER, TO MT. PROSPECT PLAZA (1 3/4 M.), DES PLAINES, RIVER BOULEVARD (1 1/2 M.), OLD ORLANDO (0.5 M.), TO SOLENTON (1.5 M.).

Numbers on Map: 190 1200, 1558 6275, 630 8000, 1087 2370, 120 5300.

STANTON AND ROCKWELL ASSOCIATES
PLANNING CONSULTANTS CHICAGO



FIGURE 5-5

Buffalo Grove development and therefore may be considered initially in the Wheeling sphere.

Segment 4, the area west of Buffalo Grove Road, is nebulous as to its business potential. The present zoning may be changed and the possibilities for future business center development doubled. The continued influence of Wheeling in this area has diminished with the annexation of Buffalo Grove and Arlington Heights and can be expected to decrease further.

Segment 5 is considered outside of the immediate Wheeling trade area because of its proximity to Randhurst, Prospect Heights and Arlington Heights.

Tabulations of the total anticipated expenditures by present residents of the area and the potential upon development were made, assuming an annual income level of approximately \$7,500. The total planning area has an estimated annual \$28 million of purchasing power for most retail goods and service. The potential for the same area as it nears complete development will be in the vicinity of \$170 million annually.

The Buffalo Grove area has not been considered. This population will be utilizing the proposed Buffalo Grove Shopping Center.

Further reduction of the anticipated expenditures reflects (1) the purchasing of shoppers' goods outside the planning area, (2) elimination of those segments probably not applicable to attraction of existing or proposed centers, and (3) a decrease in total sales volume which can be expected in areas further removed from existing or proposed centers.

After factoring, the present level of anticipated expenditures would be in the \$13-15 million per year range. Actual sales in all of Wheeling total \$11 million. The potential sales volume--primarily convenience goods with a limited amount of shoppers' goods--can be between \$60-75 million per year, or six times the present expenditures in Wheeling.

Major competition is from Randhurst, Golf Mill, and Mt. Prospect Plaza.

Interviewed citizens called these centers Wheeling's major competition. See Table 5-6 for details.

TABLE 5-6. COMPETING SHOPPING CENTERS, BY SIZE AND PARKING SPACES

<u>Renter</u>	<u>Sq. Ft. of Bldg.</u>	<u>Parking Spaces</u>
RANDHURST	1,200,000	7,500
MT. PROSPECT PLAZA	259,000	2,200
GOLFVIEW	450,000	880
DEERFIELD COMMONS	96,300	450
ARLINGTON HEIGHTS SHOPPING CENTER	115,000	1,000
CROSSROADS SHOPPING CENTER (Highland Pk.)	95,000	825
HILLSIDE SHOPPING CENTER	427,000	
WHEELING SHOPPING CENTER	32,600	190
DUNHURST	38,000	325
OLD ORCHARD	1,030,000	7,400
EDENS PLAZA	210,000	1,250
PARK RIDGE		
South Park	32,000	150
Village Green	50,000	500
NORTHBROOK		
Meadows	306,000	465
Plaza		400

The development of future commercial areas is necessary. The principal retail shopping areas will be developed in neighborhood centers or convenience goods centers similar to the present two existing centers. These centers will generally have a supermarket as a principal tenant, a drug store, and services such as laundry, dry cleaning, barbershops, beauty shop, etc. In size, they will have 30-70,000 square feet of store space on a 4-10-acre site, and can serve an immediate area population of 7,500 to 40,000. Future development will also support at least one community center which has, in addition to the neighborhood facilities, soft goods, such as wearing apparel, and hard goods, such as appliances, etc. The selection of merchandise is greater in a community center than in a neighborhood center. The probable size of such a center would be 150,000 square feet on a 10-30-acre site that may serve a trade area of up to 150,000 or as low as 40,000 people.

Proximity to Randhurst precludes the development of a large regional center in the Wheeling planning area. The general vicinity of potential neighborhood centers in Segments 1, 2 and 6 are shown in Figure 5-5. The present zoning would seem to dictate at least 3 additional neighborhood centers to serve the needs of the potential future population. At the same time, it is assumed that the Wheeling Shopping Center and Dunhurst Shopping Center will enhance

their ability to compete in the over-all development.

A single, larger community center would be contemplated at the intersection of Elmhurst, Dundee and McHenry Roads. The combination of these centers with existing centers and a proposed center in Buffalo Grove should serve Segments 1, 2 and 6 adequately. As more definitive zoning is crystallized in Segment 4, the additional centers necessary to serve this large, undeveloped area will become apparent.

Space for non-retail commercial activities is also needed. Professional offices, contractors' offices, plumbing and heating supply stores are examples of business activities that do not require prime business locations (as required, for example, by drug or apparel stores), but they should be in proximity to other retail activities and have similar supporting features of circulation and adequate parking. Generally, these non-retail activities create their own clientele who are willing to make the extra effort to obtain the goods or service.

Wheeling currently has adequate commercial areas to handle the present demand for this type of non-retail activity. The excess business zoning is reflected in the owner's voluntary changing of the authorized business use to a secondary residential apartment use.

Wheeling's present strip zoning along Milwaukee Avenue and to a lesser extent along Dundee Road can be utilized for this "general business" type of development. Additional districts throughout the planning area will be necessary as the population increases. However, these should have controls to establish adequate off-street parking facilities and control access to the principal traffic routes to eliminate or reduce conflicts along the street edge.

The eventual development of the business zoning, stripped along the highways, will create a continuing number and will increase the intensity of the conflicts between strip business and adjoining uses, especially in areas where the street frontage is zoned for business and where the area immediately to the rear is zoned for low density residential uses. Therefore, in the final land use plan for the development of the planning area, some modification, elimination, or relocation of existing strip business zoning will be required to minimize these use conflicts.

Residential uses are not desirable in business areas. Permitting residential uses in business zoned areas has resulted in some basic, over-all problems of retail development. Two basic problems are apparent in Wheeling: the imposition of residential units in business areas, and the allowance of apartments over business uses.

The basic design criteria for business and residential areas are diametrically opposed. Business areas need traffic and convenient expanses of parking space in order to survive. They need a variety of stores as a composite "attraction" to draw customers to the area. Residential development, on the other hand, should be designed to limit traffic to serve the residential facilities. It should have adequate, convenient parking spaces to handle a fairly constant demand and it should provide for sufficient open space for play areas and landscaping to assist in the maintenance of the area as a good residential development. These criteria should be utilized in planning single-family or multi-family structures.

The interspersing of residential units into a business area limits the livability of the units because of the business characteristics and prohibits the maximum utilization of the business area for business purposes. Especially detrimental to business are the "deadspots" created by residential development. This is well illustrated along the east side of Wolf Road, north of Dundee, and throughout the entire older section of the Village.

Allowing apartments over ground floor business uses has been, historically, a means to maximize the investment in business property. The problems inherent in such development are (1) the lack of residential facilities, such as play areas, open space for family living, and storage, (2) the marginal character of the apartments inasmuch as they are generally difficult to rent; therefore, they bring the lowest rentals, (3) the problem of maintenance is usually greater, and (4) inevitably, they detract from the effective merchandising of the ground floor business uses.

That competing forces are and will be well-designed, uniformly planned, and attractive is basic to the improvement of the existing business areas in Wheeling as well as to the future development of new areas. To be competitive, the Village should establish the ground rules that assure a healthy business area by prohibiting detracting forces.

Similarly, the Village should minimize areas which in other communities have become "problem" residential areas.

Appearance is an important part of effective merchandising. The emphasis placed on good appearance is well illustrated in the regional shopping centers, such as Old Orchard, Randhurst, and Oakbrook, and in such smaller centers as Golf Mill. A great deal of skill in design and substantial allocations of money have been used to insure the attractiveness of these areas.

Definite steps should be taken to encourage the good appearance of the community as a whole, not only of the commercial areas. Besides the obvious need for more trees, shrubs and grass, there should be included a plan for maintaining existing parkways, a clear definition of "roadway", "driveway" and "parkway", the use of appropriate street furniture, coordinated color schemes, and good architectural design. As yet, Illinois communities have not been given a clear cut legal authorization to control appearance, although various areas of control have been established which can lead to good community appearance.

Regulations for commercial areas can limit size, type and locations of signs and billboards, require adequate underground facilities for surface drainage and maintenance of surface improvements, designate installation of curbs, control curb openings, require adequate parking and surfacing of parking areas, and can also require landscaping of non-used areas. All of these regulations could assist the Village in combatting visual blight.

Convenience of access to commercial areas is important. Many of the major highways in the planning area are scheduled for improvement. Currently being improved is Palatine Road, its extension to Willow Road and connection to Edens Expressway. Also planned is the improvement to Dundee Road which should improve the competitive position of the business areas in the Village by increasing the ease of getting to the shopping centers.

In the future, County Line Road is to be extended; a new Route 83 is to be located and constructed. The development of these two routes and Palatine Road will, in effect, provide an easy by-pass of the Wheeling shopping facilities to other areas. However, most of the anticipated facilities in Wheeling are to be of a neighborhood, convenience goods type. The improvement of these routes will provide definite delineations to shopping areas and should be used

as such. It is important, however, that the Village establish development requirements that will maintain the traffic carrying capacities of the designed streets.

Regulations may be necessary to require service drives for commercial areas along major traffic routes and to encourage the use of limited access to commercial areas by zoning relatively deep areas for business use, with broad setbacks to provide space for future service drives. Directly related to access is the provision of parking in sufficient quantity to meet the demands that occur almost all of the time. The parking demands will vary with the effectiveness of the retailing operation. However, the zoning ordinance can provide for a minimum number of spaces based on uses proposed in any area. Therefore, adequate parking, by present standards, can be required in new business areas. A problem not so easily solved is the additional parking space that may be necessary for servicing existing development and desirable expansions. Specific problem areas will be discussed in Phase II of the planning program.

RECOMMENDED ACTION

The following action is recommended as part of an over-all program to insure the economic growth and vitality of existing and future business areas. The Village is limited to the establishment of land use controls and assistance in the acquisition and development of adequate and convenient parking to enhance the value of business areas. Other steps will require the energies, talent, financial resources, and farsightedness of Wheeling's businessmen, developers, and property owners.

1. Encourage, through the use of zoning controls, the preclusion of non-retail types of business from the primary retail area.
2. Provide, again through the use of zoning controls, adequate and convenient general business areas for uses which would be excluded from the primary retail area.
3. Provide for a reasonable number of additional retail sites or for expansion of the retail areas now used for retail operations.
4. Provide for convenient, attractive, and direct connection with existing, proposed and future parking facilities.

5. Improve the rear entrances to stores abutting off-street parking facilities, to make parking accessible.
6. Improve store fronts. Eliminate "home-made" signs. (Fresh paint or new fronts would improve the appearance of many stores). Although the development of a continuous, uniform facade is desirable, considerable cooperation will be required to attain it.
7. Generally, improve the appearance of the business area by landscaping with potted trees and plants, and encourage delineation of driveways, sidewalks, and parking areas.
8. Develop shopping center zoning standards to apply to the development of a unified center.
9. Take the necessary steps to close up unnecessary curb cuts that cause pedestrian traffic hazards and that in other instances require the installation of curbs, and establish curbs to eliminate street border conflicts.

In addition, a very important feature of the economic growth of the business area will be the activity of the merchants. This includes providing a variety of merchandise at prices competitive to other areas. Several activities related to sales promotion, such as joint sales training sessions, joint delivery service, and a program stressing the variety and quality (brand name) of products available in each center, are an integral part of promoting Wheeling's retail business growth.

Figure 5-5 indicates suggested general areas for additional prime retail operations. Similarly, other areas now zoned for business--notably, County Line and Milwaukee Avenue--have not been considered, nor has the possibility of effective consolidation of property in the old Village area to meet the anticipated needs of the community. In the final development of the future land use plan, these locations may be changed or additional alternates may be indicated.

After general agreement is obtained as to the general concept of business expansion, specific zoning regulations will be developed in Phase II of the planning program.

Improve the rear entrance to make parking off-street parking facilities, to make parking accessible.

Improve store fronts. Eliminate "no-parking" signs. (Fresh paint or new signs would improve the appearance of many stores). Although the development of a new entrance, without access to accessible, considerable cooperation will be required to obtain it.

Generally, improve the appearance of the business area. By landscaping with trees and plants, and encourage elimination of driveways, sidewalks, and parking areas.

Develop shopping center zoning standards to apply to the development of a unified center.

Take the necessary steps to clear an unnecessary curb cut that causes pedestrian traffic hazards and that in other instances impedes the installation of curbs, and establish curbs to eliminate street corner conflicts.

In addition, a very important feature of the economic growth of the business area will be the activity of the merchants. This includes providing a variety of merchandise at prices competitive to other areas. Several activities related to sales promotion, such as joint sales training sessions, joint delivery service, and a program stressing the variety and quality (brand name) of products available in each center, are an integral part of promoting Whelan's retail business growth.

Figure 5-5 indicates suggested general areas for additional prime retail operations. Similarly, some areas are noted for business--mostly, County Line and Milwaukee Avenue--have not been considered, but have the possibility of effective consolidation of property in the old Village area to meet the anticipated needs of the community. In the final development of the business land use plan, these locations may be changed or additional alternatives may be indicated.

After general agreement is obtained as to the general concept of business expansion, specific zoning regulations will be developed in Phase II of the planning program.

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